

CALL FOR FULL PAPERS

STRATEGICA ONLINE CONFERENCE

9th edition: October 21-22, 2021 - Bucharest, Romania

As our community's safety and wellbeing are of utmost importance to us, we made the decision to embrace digitalisation more tightly: STRATEGICA 2020 becomes an online videoconference.

Track: Business Ethics and CSR

Track chairs:

Patrizia Gazzola, Insubria University, Varese, Italy

Andreia Andrei, Alexandru Ioan Cuza University, Romania

The proposed track is addressing two major aspects of the current business environment: ethics and social responsibility. Although they apparently go hand in hand, the business reality proves that they are usually treated differently: ethics is a choice while CSR falls into a "marketing trap".

Starting from these, the issues covering this track include:

- ethics and the contemporary business environment;
- guidelines for companies' accountability and reporting;
- social entrepreneurship; innovation, ethics and regulation;
- communication for better business;
- Social media and ethical concerns;
- values-led marketing strategies;
- setting the limits: greenwashing and other unethical practices in the business environment.

The aim of this special track is to encourage a discussion about company's responsible behavior in a dynamic and complex environment, where stakeholders are the cornerstone.

Publishing opportunities

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and ISSN, submitted to **WoS Conference Proceedings Index** and details of the proceedings accreditations are listed on the [conference website](#).

Selected papers will be published in one of the following academic journals indexed in prestigious databases: [Entrepreneurship and Sustainability Issues](#), [Management & Marketing, Challenges for the Knowledge Society](#), [Management Dynamics in the Knowledge Economy](#).

Besides **full academic papers**, the following submissions are welcomed:

- **Work in Progress:** Researchers are invited to submit current projects which are either at the proposal stage or are work in progress.
- **PhD Research:** Doctoral Candidates are invited to submit papers describing their research.
- **Case Study Submissions:** Submissions should be written to publishable standards.

Submission details:

Full papers: Papers must have between 4,000 and 5,000 words in length, including abstract, figures, references and appendices. By **May 25, 2021**, papers should be sent as .doc or .docx attachments by e-mail to strategica@facultateademanagement.ro, including in the subject of your e-mail the track you are addressing. Please, also include the submission form available on the website of the conference – <http://strategica-conference.ro/>

All full papers will be double-blind reviewed to ensure an adequate standard, that the proposed subject has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

Important deadlines

- Full paper submission: **May 25, 2021**
- Final paper due: **July 25, 2021**

Main tracks

Management and Leadership | Economics | Finance and Banking | Supply Chain Management | Family Business | Knowledge Economy | Marketing and Consumer Behavior | Green Marketing as a Tool of Sustainability | Consumer Culture Theory | **Business Ethics and CSR** | Social Economy | Crisis and Risk Management | Sustainable Human Resource Management and Employee Wellbeing | Challenges in Project Management | Towards Sustainable and Digital Organizations and Communities | Seniors' Wellbeing in the Contemporary Society

Web: www.strategica-conference.ro

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Facebook: <https://www.facebook.com/strategicaconference/>

